



PART OF THE USA TODAY NETWORK

## How Can You Play The NJ Lottery Online? Here's How They're Making It Easier

By: David P. Willis, August 21, 2023

It's about to get easier to play the lottery.

The New Jersey Lottery is preparing to get into the online lottery business. Previously, you had to go to a local store or use lotto.com or Jackpocket, two online services, to try your luck for lottery riches.

That will change once the New Jersey Lottery finalizes its plan to offer lottery tickets online directly to consumers. In 2022, the lottery proposed selling tickets online, a measure that was adopted recently by the New Jersey Lottery Commission.

"This rule was proposed to allow the New Jersey Lottery to remain relevant as more consumers obtain entertainment, information and goods via online options," said lottery spokesperson Missy Gillespie in a prepared statement.

Proposed games for online sales will be draw-based only. Scratch-Offs will still need to be purchased at New Jersey Lottery retailers, the spokesperson said. Planning is in the "early stages" and "many details will still need to be worked out," she said.

Will lottery change hurt small businesses?

A business group that represents convenience stores said the lottery's foray into online sales will hurt small businesses.

**"I just can't imagine that this won't take business that would have otherwise been in neighborhood stores, whether that's irregular players jumping in on a jackpot now doing it on their phone or regular players making a portion of their purchases online," said Eric Blomgren, chief administrator and director of government affairs for the New Jersey Gasoline, Convenience Store, Automotive Association, in a statement.**

**He said the lottery's quest for internet sales should already be satisfied through existing lottery couriers, lotto.com and Jackpocket. Lottery couriers offer online sales of tickets, providing a digital copy of the ticket to the player and storing the physical ticket.**

**"Ultimately, the state selling lottery tickets directly to the consumer through the internet puts physical retail stores in competition with the very government entity that is their supplier, distributor and chief advertiser," Blomgren said.**

Gillespie, the New Jersey Lottery spokesperson, said the Lottery looked at the experience of other lotteries that have launched online games and found that sales of all lottery products grew at brick and mortar retailers.

"The Lottery believes that this increase was directly related to the introduction of online sales and by appealing to the next generation of lottery players," she said. "These new lottery players, primarily under the age of 40, who are more online, are essential to the long-term viability and success of the Lottery."